



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 8

FEBRERO 5, 1964

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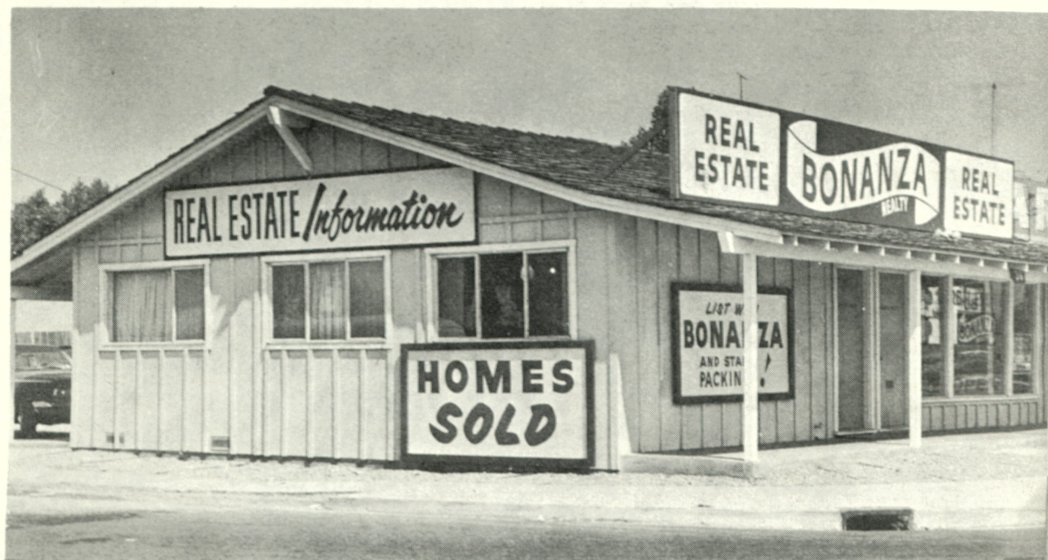
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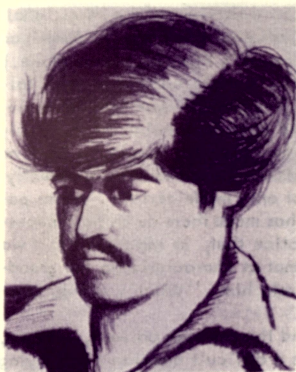
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SEARS.



"EL MACHETE"

Luis Miguel
Valdez

A STATEMENT OF EDITORIAL POLICY

Part One

This is a statement of editorial policy. I realize now that this article should have come first in my series of projected essays. I have, therefore, shoved MACHETE's #2 and #3 aside to introduce it now before we go on. I might state, right off the bat, that this space, granted by El Excentrico through its own good graces, is far too valuable for futile arguments. I do not intend to engage in a senseless chain of petty squabbles and rebuttals with anyone. My plans for the column require deeper thought and harder work. I am, of course, totally responsible for my own opinion, but I am not adverse to discussion or criticism. My articles carry a byline, and anyone wishing to discuss particular points with me will find my name in the phonebook.

Last issue, EL EXCENTRICO carried an article by Sr. Daniel Saldaña in which he objects to my use of the word *cabron*. The señor is generally vague in his criticism, but the following is one of his strongest arguments:

"Cuando una persona escribe para el publico, no puede usar el lexico florido propio de una taberna a pesar de ese modernismo ramplon y malcriado que usa palabras inmundas y con el cual se quiere dar una impresion de realismo de vulgaridad soes....."

He obviously has a point. It is, however, not unquestionable. I feel that his attack on "modernismo" only represents his side of the question. I am totally in favor of "modernismo" and I intend to use "palabras inmundas" again and again precisely because of it. The señor was somehow led to believe that I am a "periodista" and so should follow only the most polite of editorial styles. He is mistaken. I am not a newspaperman.

EL MACHETE represents a search for expression. As a Mexican, I have felt the sting of life among the gringos since the day I was born, some twenty-four years ago in a classic example of the American "small town." It had a main street, called Main Street, a cotton gin, a Greyhound bus depot, a Purity Store, a high school, a few churches, and a proverbial length of railroad tracks, separating the White Protestant elite from the "minority groups."

There was an Eastside of town and a Westside. The Mexicans, Chinese and the Fi-

lipinos lived on the westside, if we knew what was good for us. But compared to the Negroes, we were pretty lucky, even though we lived "across the tracks". The Negroes lived out by the dump.

For about twenty years, nothing changed much in the town, except that the Negroes started to move up in life - to the westside. Highway 99 was expanded into a freeway, and it too went to the Westside. The State of California hurriedly bought up all the meager lots in the way, tore their houses down, (one was the shack in which I was born) and rammed the freeway through. Little losses. Today millions of shiny cars using the freeway don't even take notice of the town.

Life sometimes poses difficult questions. Once they are asked, there is no effective way a man can ignore them. He can prod at them like live scorpions. He can suppress them till they turn to acid in his gut. He can drink beer or cheap wine and sing dirty songs or sad corridos till he's drunk and he forgets. But they always come back. The shame, the pride, the hate, the love - a fierce mosaic of paradoxical emotions; and always, under them, the same basic question: "Why do they treat me this way?"

I don't know when I first felt the need for some answers. I do know I was born poor, as dark as baked beans, and that I spoke fluent Spanish before I knew a word of English. This sorrowful combination of qualities brought me a lot of early enemies I never sought. I tried to fight back for a while, but I soon discovered beatings were not the answer. I thought of becoming rich and changing the color of my skin, but these were not answers either. It was a simple movie that shocked me into the first vestiges of self-knowledge. It was a Hollywood film about an American Indian in the 1880's who returned to his tribe after having been educated in the schools of the civilized white man.

Amid the blazing fires of the camp, the educated Indian began calmly and quietly: "My blood brothers," he said, "some time past I left the land of my people to walk the ways of the White-Eyes. I rode on their Iron Horse and went to their great cities. I learned to speak their language and to study at their schools. I learned to eat their food and to wear their clothes; to live with them. But in all this time," he added a little fiercely, "wherever I have gone, whatever I have done, I have never forgotten my people!" At this point he tore off his silly hat with a feather in it, and shouted: "I did not cut my hair!"

A thousand approving braves whooped out in unison. The next day, with the educated Indian beside the Chief, they all went on the warpath. They lost, of course, but I still remember feeling a great identity with the Indian. His struggle was my struggle. We were blood brothers.

Ironically enough, I feel closer to that mystical Indian now than I did as a boy. One obvious reason is that I have spent most of my life in American schools, only to learn that the white rich Americans are among the sickest people on the face of the earth. But I have studied and learned and read, and I am now writing - in English. The gringo schools have taken away my Spanish. They have not, however, changed my basic feelings. If I only felt it

(continued next page)

once, I know now for a fact that the raza must MAKE its place in American society. I know this as well as I know my own life. We must look at ourselves first, in order to find answers to our problems. We must understand our situation completely - what has made us, what we are, and what we shall become. And I don't mean just plain facts - I mean the "way-down-deep-inside" truths - the feelings, the emotions, the very soul of the raza.

Part Two

A literary critic once said that no ethnic group in America has ever made it until it has developed novelists, poets and playwrights. And no wonder: they are the only ones who fully understand, who fully express what most of us cannot distill into words. American democracy was not created nor is it sustained by the voiceless. If American Congressmen display a vital literacy, it is only to express the needs of the people they represent. We shall never have a representative who looks and thinks more like a Mexican than a gringo, until we have writers who are not afraid to tell what it means to be a Mexican-American.

EL MACHETE is an attempt to discuss and understand what our future novelists have not yet written. It is an attempt at a personal - and, it is hoped, almost familial - examination of our deeper motives. A column, of course, does not have the privacy of a novel. But this should not prevent us from considering our more essential stumbling blocks. For instance, one of the greatest obstacles to our self-understanding, as individuals, as an ethnic group, and as Americans, is a bitter inferiority complex. It is not a direct result of our life in the United States, because our grandfathers brought it with them from Mexico. It has, nevertheless, grown here and influenced our behavior that much more. The fact that many Mexican Americans prefer to be called "Spanish" rather than Mexican is a case in point. Our inability to stomach strong criticism is another. We scan the newspapers reading this article or that, glad that someone is interested in our problems but usually dismayed by the facts revealed. And it can't be helped. As far as sociological reports go, the record of the raza is not inspiring.

It will never be inspiring so long as we allow OTHER people to write about OUR problems. All other people can write about us is "factual accounts."

Margaret Clark's book Health in the Mexican American Culture, based on a study of San Jose's Sal si Puedes is an example. Generally, such a book is kinder to us than the newspapers. Still, no sociological report or newspaper can tell the whole story. They cannot tell what we feel or what we think. The real truth about the raza lies in its emotions. A hate-ridden pachuco was killed in Korea in 1952, defending "his country." Who can tell the truth about him? Or what about the prosperous Mexican Americans who slip away into better neighborhoods and discard the raza, under the pretext of becoming Americans? Sociological reports cannot reveal the underside of their story; and how their deliberate silent alienation is painful to those left behind.

Our editorial policy, then, shall spring from an anticipation of the Mexican American novelists. (Jose Villareal's POCHO stands alone.) Because of this, I intend to make full use of their fallow poetic license. If I should lapse into dialogue, using a cabron or two to stress a point, it shall only be because this is the way the raza speaks. I have no doubt that our novelists shall use the word frequently. (American life has not only made certain "malas palabras" good ones; it has made them damn near necessary.) Critics will notice that, in Machete #1, I was making a rough attempt at characterizing the grandfather. The grandson asks him, "What's wrong, abuelito?"

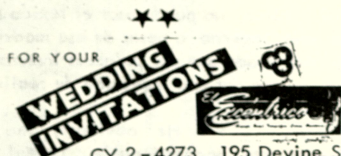
And the old man answers, "Nada, cabron, nada." It is a difficult emotion I was trying to portray. The grandfather had been sitting in the corner watching his grandson, because there is nothing else for him to do. He is too old to work in the fields anymore, and he is now living in his son's house, waiting for death to overtake him.

Considering that he rode with Pancho Villa to better his life; and that the revolution failed; and that he came to the United States in order that his grandsons might have the good life he could not; considering all these things, it is not surprising the old man feels bitterness. The word cabron synthesizes that bitterness. When his grandson speaks to him in the language of the gringos, all the viejo can do is swear and then go outside and spit. He is probably thinking, "For this I left Mexico!"

There is no denying we owe our grandfathers a great debt. But what can we do to ease their broken lives? All we can do is understand.

The raza as we know it is an entity in itself. If its story is to be told, the Mexican American himself is the only one who can write it - in his own way and in his own words.

Luis Miguel Valdez



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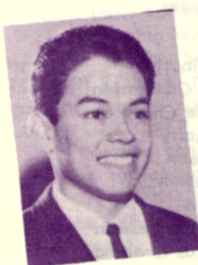


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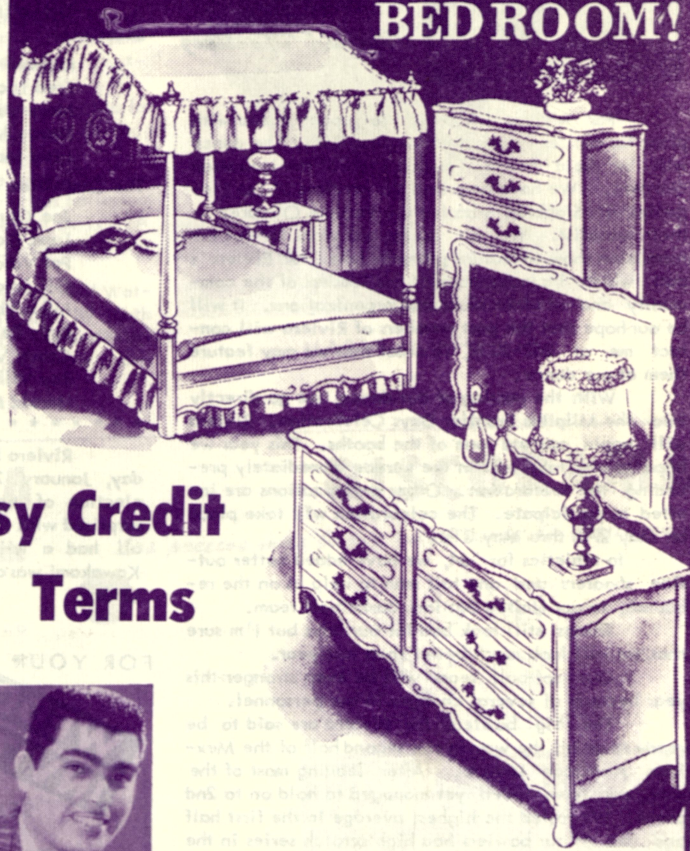


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Club Riviera



Harold Martinez

For Riviera in '64 it's full speed ahead with plans for our semi-formal dance May 16th. The dance will be held in the Terrace Room of the Hawaiian Gardens. We have acquired the services of Los Elegantes of Stockton who feature Enrique Olivarez as their vocalist. We are laying out plans for our intermission show to feature glimpses into Club Riviera's past which includes many of the leaders of the community and of other clubs and organizations. It will be our hope that the past members of Riviera will contact me at 262-2032, in order that we may feature them at our dance.

With the passing of our dance, we go directly into the Milpitas Frontier Days Celebration. Riviera will again operate one of the booths. This year we hope to also take part in the parade immediately preceding the celebration. Other organizations are invited to participate. The celebration will take place on May 27th thru May 31st.

In athletics for '64, we have added better outside shooters and one tall man to help us on the rebounds, to our United Nations basketball team.

Things still look bad for our boys but I'm sure that we will look much better than last year.

Our softball team will be even stronger this year because of several changes in our personnel.

The big bowlers for Riviera are said to be ready to go all the way in the second half of the Mexican American League. After leading most of the way, our team faded yet managed to hold on to 2nd place. We rolled the highest average in the first half and two of our bowlers had high scratch series in the league until two weeks ago when Guero Martinez, bowling for Post Barber Shop rolled a 603 series.

Riviera's bowlers include Ray Goza with a 171 average and 583 high series, John Apodaca with a 162 average and a 557 high series, Frank Espinoza with a 158 average and a 531 high series, and Herold Martinez with a 157 average and a 548 high series.

With the coming of the New Year we hope and wish for nothing best to come our way. One of the best things to come our way is the new club which sprung up late last year. That club, of course, is Club Selene. Selene, to those that know, means Greek Goddess of the Moon, and I must say, they've got some mighty good looking Moon Maidens in their organization. The Maids of the Moon have already had a successful car wash and a party in which the girls outnumbered the boys.

Their President, Mary Vergara, was recently elected Correspondence Secretary of the United Food Drive, and their Sergeant at Arms, Gloria Vergara, will serve on the Awards Committee.

The '64 Food Drive has started on the right foot. Our first meeting was held about six weeks before the scheduled program in comparison to last year when we tried to arrange everything in three weeks.

As in previous years the dance will be held in the IES Hall on February 23, and this year the Talent Show will be held at the Azteca Hall on Friday, Feb. 21st.

The officers for the 17th Annual United Food Drive are:

Richard Gomez	President
Fred Lucero	Vice President
Mary Vergara	Recording Secretary
Marce Mora	Correspondence Sect'y.
Lena Manriquez	Treasurer

The Committee Chairmen are:

Joe Gonzalez	Distribution
Lupe Gomez	Food Concession
Pat Vasquez	Dance Chairman
Gil Solarez	Publicity
Mike Ybarra	Raffle
Rudy Belluomini	Stage
Candy Veliz	Talent
Ray Villegas	Beer Concession
Herold Martinez	Awards Chairman

Riviera had one of its famous parties on Saturday, January 25th. The club was celebrating the election of new officers. The gang was pleasantly surprised with the hall we used way out in Alviso. We all had a wild time. The highlight was when Frank Kawakami was dethroned by yours truly as King of the Limbo.

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Jose Greco Ballet

JOSE GRECO, who brings his company of Spanish dancers, singers and musicians to the stage of the San Jose Civic Auditorium for one performance only on Thursday evening, February 20 at 8:30, will present at that time a group of new additions to his world-famous company, who are making their American debuts this season.

Among the new faces to be seen is PEDRO AZORIN, a native of Aragon and the man considered by many to be the foremost "Jota" dancer in all the world.

Also appearing in the United States for the first time will be JUSTO and CARMEN QUINTERO, known as "Los Saleos". The duo from Seville will present what Sr. Greco himself terms "their fantastic, must-be-seen-to-be-believed specialty".

Others new to the U.S. will include Maria Soto, Jose Granero, Benito Albeniz, Juan Lerma, guitarist Louis Adame, and Pilar Parra.

Returning favorites in this, the largest company ever to tour for Greco, include prima ballerina LOLA DE RONDA, the exciting blonde LYDIA TOREA and the Bronze Gypsies, GITANILLO HEREDIA and MARIBEL DE CIREZ.

Tickets can be obtained at the Wendell Watkins Box Office located in Sherman-Clay, 89 South First Street, San Jose, 10:30 to 5:30, and at Peninsula Box Office in Palo Alto. Mail and phone orders are accepted.



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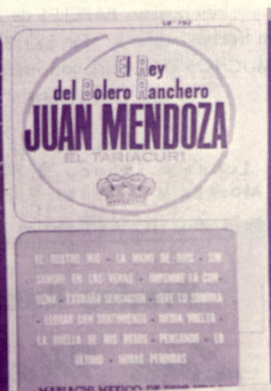
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El día 30 de Noviembre en Solemne ceremonia religiosa la Srita. ELEANOR GARCIA hija de los esposos Sr. y Sra. Sam Garcia tomo por esposo al joven ABE A. TALAMANTEZ hijo de Sr. y Sra. Frank Talamantez en la Iglesia St. Patrick a las 2:00 de la tarde. Eleanor es nativa de Prescott, Arizona y Abe de Baskerville, Texas. La RECEPCION se verifico en el Burbank Lion's Club asistiendo mas de 350 invitados. Su LUNA de MIEL la

disfrutaron en San Diego, estableciendo residencia en el mismo puerto. En la foto: Patrick Talamantez, Abel Acosta, (los novios) Amado Saldaña - padrino, Ernest Gallegos, Samuel David Garcia, sentadas: Irene Garcia Margret Mercado, Glenda Saldaña - madrina, Lydia Martinez, Linda Talamantez y los pajeitos Amado Saldaña Jr. y Gwen Dee Garcia.

foto el rapido de Zacatecas M.F.

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En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

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Thomas Jefferson

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Sometimes he would study 15 hours a day.

There are many colleges and universities in America today.

In these schools men and women learn to be doctors, lawyers, engineers, chemists, teachers and farmers.

Thomas Jefferson was asked to write the Declaration of Independence. His words, "All Men Are Created Equal" are famous all over the world.

In Virginia he started the idea of having free schools everywhere for poor and rich children alike. He also started the University of Virginia.

Jefferson believed that everyone should take part in government. To do this well he thought everyone should be educated.

Thomas Jefferson was Secretary of State when George Washington was President. He also was the third President of the United States. He served two terms - 1801-1809.

Thomas Jefferson, author of the Declaration of Independence, of the Statute of Virginia for religious freedom, and Father of the University of Virginia.

#####

"CATALINA"

Hubo un jubilo inmenso inusitado,
al abrirse las puertas celestiales
y aparecer en limpidos cendales;
el cuerpo de una Virgen arropada.

Mas amable trocose y mas divina,
la vida entre lo eterno y sacrosanto;
y es que al cielo llevo todo su encanto
la bella y buena y gracil, Catalina.

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February 1964
Simon Villa



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ED CAMUNEZ, *American GI Forum*

ERNEST VASQUEZ, *American GI Forum*

GILBERT SOLAREZ, *Club Bachelors*

DANIEL SALDANA

HEROLD MARTINEZ, *Club Riviera*

SIMON VILLA

AND HONORING
RAY GARCIA... 1964 Club Champion



L to r: Mrs. Betty Vazquez, Ben Garza - president of Los Amigos Golfing Club, Mrs. Bertha Garza and Mrs. Elodia Garcia all spruced up and ready to attend this gala event.



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CONFERENCE ON DELINQUENCY PREVENTION AND YOUTH WELFARE

On Tuesday, March 31, 1964, a conference on Delinquency Prevention and Youth Welfare will be held at the First Methodist Church and St. Martin's Catholic Church on the old San Francisco Road, Sunnyvale, California, from 8 am to 4 pm. This conference is being sponsored by the Juvenile Justice Commission and the Juvenile Probation Department of Santa Clara County.

Mr. Willie S. Ellison, Delinquency Prevention officer of the Santa Clara County Probation Department, is coordinator of the conference.

The following is the Statement of Purpose of the conference, "To provide the community with an opportunity to familiarize itself with youth problems and needs in Santa Clara County; to discuss these problems and their effects on the community, and the community's responsibility for youth welfare and delinquency prevention."

Every person who is interested in learning about the ever growing problem of juvenile delinquency on the county should make it a point to attend this conference. Several workshops will be conducted dealing with school drop-outs, housing, family life and recreation, just to name a few. Well qualified professional people will conduct these workshops and will make a conscientious effort to inform the participants of the existing problems. This conference will afford an excellent opportunity for those attending to ask questions regarding the various aspects of the problems that are presented. Of the many statistics that are presented by the Juvenile Probation Department in regards to delinquency, the following should be the most significant to the Mexican American in this community:

Approximately 100,000 of the 833,000 population in Santa Clara County are persons with Spanish surnames; that this group comprises approximately 38% of the Juvenile Probation Department caseload, 45% of the Welfare Department A.F.D.C. caseload, and 38% of their General Relief caseload. Two of the principal speakers will be Doctor E. K. Nelson, Assistant to Director, Youth & Adult Corrections Agency, State of California; and Carl Belser, Director of Santa Clara County Planning Department.

SANTA CLARA FORUM HOSTS REGION IV MEET

On Sunday, January 26, 1964, the Santa Clara GI Forum hosted the regional meeting of Region No.

4, consisting of the following Forum Chapters: San Jose, Santa Clara, Union City, Oakland and Tulare. Approximately 50 members attended the day long meeting. Highlight of the meeting was the address by Mr. Lino Lopez, Director of the Mexican American Community Service Project, at the luncheon.

All Chapters in Region IV are looking forward to a grand time at the installation Charter banquet of the Oakland Chapter to be held at the Oakland Inn on Saturday, February 29, 1964.

Dr. Hector P. Garcia, founder of the American GI Forum, will be on hand to install the Oakland Chapter. A state board meeting of the Forum will be held the following day, Sunday, March 1st, at the Oakland Inn.

Next Regional meeting will be held in Tulare on May 17, 1964.



Chris Carmona will play for the United Food Drive Dance on Sunday, February 23, IES Hall, from 6 to 8 pm. Services will be donated.



Ways & Means Committee -- San Jose GI Forum

Back row: Domingo Rodriguez, Manuel Delgado, Louis Castro. Kneeling: Ruben De La Cerda, Chairman Pat Vasquez, Bennie Garcia.



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SABADOS: de 9:00 a.m. a 5:00 p.m.



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EXCENTRICO presents...
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Club Cuauhtemoc's Formal Dance
Nov. 16 at Ricky's Hyatt House



THE PARAMO-BROTHERS
Gilbert - Hank and Sal



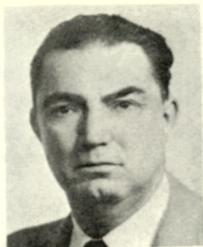
In front: Eppe and Olivia Gallego
in back: Jess and Cunie Medina



CY 3-1773

363 AUZERAIS AVE.

SAN JOSE, CALIFORNIA



Daniel Saldaña

KING GARCIA ha muerto

Con sorpresa y a la vez con gran tristeza me entere de la muerte de KING, el perro de Excentrico. Durante catorce años que contaba de vida al morir, habia formado parte importante de la vida cotidiana de la familia Garcia. Los amigos lo llamaban afectuosamente King Garcia, el inteligente can se hizo amigo de todos ellos y todos los que por diferentes menesteres visitamos los dominios de la veterana publicacion, nos hicimos amigos de King, y King nos conocia a todos, con su silencio nos mostraba su amistad, con su mirada apacible nos hacia sentir su afecto. A los extraños los paraba en seco, con sus ladridos amenazantes y sus colmillos afilados prestos a entrar en accion, hasta que la voz del amo ordenaba compostura; King obedecia la orden, abandonando la actitud agresiva, pero se mantenía vigilante, protegiendo a su amo hasta que el extraño se alejaba.

Estas cosas de King, le ganaron el afecto de la familia Garcia y de los que nos llegabamos a sus lares. Casi todos le brindabamos alguna caricia a manera de saludo a King parece que entendiera, que aquel palmoteo en el lomo o la caricia en el cuello, era como un saludo de paz y de amistad.



De todos los animales domesticos, es el perro al que esta mas ligado a los seres humanos. El perro es el amigo mas fiel con que pueda contar el hombre; lo mismo es el perro de un rey o de un magnate, que el perro de un hombre humilde o el de un pordiosero, para el perro que ha encontrado un amo, no cuentan las conveniencias sociales, su amo quienquiera que este sea es como si fuera su unico dios, y lo obedece, lo respeta y lo venera como tal; obediente a sus or-

denes y tolerante con sus castigos, cuando no ve a su amo se entristece y se pone loco de alegria cuando lo encuentra, su lealdad no tiene paralelo, separar a un perro de su amo es una crueldad inaudita. Los perros de los limosneros siguen a estos en su peregrinar por todas partes, si el amo les da un mendrugo, lo saborean como el mas rico manjar, si no hay ni el mendrugo, no por esto abandonan su puesto, con frio, con calor, bajo la lluvia, bajo la nieve, tambaleados por el viento o con un sol abrasador, ellos siempre van junto a su dueño, al que por su voluntad no cambiarían por ningun otro. Los perros no saben de traiciones ni de cobardias, tienen la lealdad y el valor que les hace falta a muchos hombres.

Lord Byron escribio el siguiente epitafio en la tumba de su perro sepultado en su palaciega residencia:

"Cerca de este lugar descansan los restos de un ser que poseia la bandad sin la vanidad, la fuerza sin la insolencia, el valor sin la ferocidad, y todas las virtudes del hombre sin sus vicios."

Este elogio, que seria un absurda lisonja si estuviera escrito sobre cenizas humanas, no es sino un justo tributo a la memoria de "Bratswain" un perro nacido en Terranova en mayo de 1803 y muerto en Newstead Abbey el 18 de Noviembre de 1808."

(Vie de Lord Byron por Andre Maurois)

Schopenhauer el filosofo aleman exclamo en cierta ocasion: "Si no hubiera perros, ya no quisiera yo vivir!"

Pascal el frances, matematico, fisico y filosofo, decia: "Mientras mas conosco a los hombres, mas quiero a mi perro."

Cuando el hombre pierde a su perro, pierde un amigo leal, un guardian celoso y un compañero unico e inseparable. Ningun animal de los que pueblan la tierra le es tan util al hombre como el perro, esta criatura es el prototipo de la abnegacion del valor y del deber; cuantos de los humanos que nos jactamos de superioridad desconocemos las virtudes inquebrantables de estos seres que llamamos irracionales.

King se ha ido para siempre; no lo veremos mas, nuestras manos ya no podran acariciar su piel, sus ojos no nos miraran mas con la mirada de paz y de amistad que nos brindaba; pero su recuerdo estara en cada uno de nosotros cada vez que nos acerquemos a la veterana publicaciones mexicoamericanas de San Jose, el feudo de los Garcia, EL EXCENTRICO. Un ultimo adios para el amigo King.

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ABIERTO: Lunes a Sabado

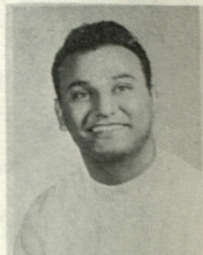
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Domingos 9 a 3:00 p.m.

2 BARBEROS

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y Pedro Gonzales



CY 3 - 0459

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Parents

Alberto and Grace Miranda

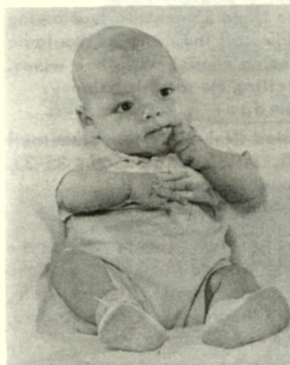
DEBRA ALCANTAR

Born in San Jose

Parents

Gonzalo and Rachael Alcantar

LEITER STUDIO



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3 mo. - Born in S.J.

Parents

Mr. and Mrs. Raymond Ruiz

TERESA CAMPOS

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CY 2-4273

195 DEVINE STREET

SAN JOSE 10, CALIFORNIA



CLUB Bachelors



Gilbert Solarez

The United Food Drive committee launched its 1964 campaign on January 20th with the election of the new officers:

Richard Gomez	President
Fred Lucero	Vice President
Mary Vergara	Secretary
Lena Manriquez	Treasurer
Gilbert Solarez	Publicity Chairman

For the past 17 years the Latin American organizations of Santa Clara County have joined together wholeheartedly to make this food drive possible.

Among the member organizations of the United Food Drive are the American GI Forums and Auxiliaries, RVA Post 1775, MAPA, Mexican Chamber of Commerce, PEG, United Latin American Council of Santa Clara County, and various social clubs, their entire membership giving their support to this drive.

The United Food Drive will come to a grand finale on February 21 and 23rd. A talent show will be held on Friday, February 21st at the Azteca Hall on 24th St., and a gran tardeada will be held on the 23rd of February at the IES Hall, 1401 E. Santa Clara St., San Jose, from 2 pm to 10 pm.

Some of the name orchestras playing at the dance will be Connie Caudillo, Chris Carmona, Jess Escobar, and The Great Bobby Zamora.

For more information concerning the Food Drive call Richard Gomez, CY 3-8337, or Gilbert Solarez, CY 3-3337. If you know of anybody wanting to take part in the talent show notify Candy Veliz, the talent chairman at 292-8404.

The Coming News on our Agenda . . .

Club San Felipe is having a Valentine Dance on Saturday, February 8 at the IES Hall. Music by Francisco Morales and Donations only one dollar and twenty-five cents. So make it.
A Fashion Show Fiesta

The Mexican American Lions Club is sponsoring a Fashion Show at Lou's Village. The blast will take place on April 18 and at \$5.00 per person. It's a dinner and dance plus a fashion show.

For tickets go to FURNITURE DISCOUNT HOUSE at 82 E. Santa Clara Street and get them from Hank Coca. He has millions of them!

Here is another up and coming event. Los Amigos Golfing Club are set for their annual Semi-Formal Dance some time in March. More details to follow.

Martin Mendez gave his lovely wife a birthday

party at Carmens Night Club last Friday night. Martin is a member of the Mexican American Lions Club. Well, Martin seeing as he was the host who showed up an hour and a half late to the party, he should be fined fifty cents for being tardy.

Doc deHeras told me whenever I see a Lion member acting out of line to write their names down on my column. Lion members start digging for coins cause here comes the coffee cup.

Hank Coca showed up late again. How much is this worth? Dave Villalba should be fined 50 cents for playing a joke on Martin. You know about the \$200 check Bill. Mr. Saldana, Mr. Lucero and Mr. Garcia did not show up. How much for them????? Doc deHeras spent most of his time talking to the members when he should have been dancing which is automatically a \$1 fine, or at least 50 cents for him.

Martin should be fined 25 cents for not taking tacos to the party. Now, all the members should be fined 10 cents for dancing enough with their wives. And Dave 10 cents for telling me all this baloney.
UCC Basketball League

Bachelors defeated Club Riviera in basketball with a score of 39-35. Also Los Toros score 35-33, high point man was Manuel Gonzalez.

Next Sunday we play El Dorado at 12 P.M.

MEMBERSHIP OF CLUB SELENE: Left to right in the photo are Helen Solarez, Armida Medina, Josie Ramirez, Mary Vergara, Sara Campista, Vera Atencio, Gloria Montanez, Mary Rodriguez, Gloria Vergara, Gloria Veramontez, Dolores Melendrez.



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personalities that attended
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Nov. 16 at Ricky's Hyatt House



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Joe and Adriana Garcia



RAY CABELLO
EVA GARZA



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Saturday, February 8

Valentine Dance

DOOR PRIZES - BOXED CHOCOLATES

Saturday, February 15



Views & Reviews



Mario Vazquez



At the Santa Clara Library Saturday, sixty five persons turned out to pay tribute to those brave men who fought and died fighting for the defense of our great country. Among these great men who have been awarded the Congressional Medal of Honor, there were 17 Mexican American heroes, including 9 that killed in action. The Santa Clara GI Forum brought Raul Morin of Los Angeles, author of the book "AMONG THE VALIANT" to Santa Clara so that he would be present at the presentation of books to all school and public libraries.

Present also were Col. Mitchell Paige, USMC Ret. and Carlos Ogden who are holders of the Medal of Honor.

The Congressional Medal of Honor is the highest military award for bravery that can be given to any individual in the United States of America. There is only one way to win it and that is by a deed of bravery or self-sacrifice, above and beyond the call of duty, while a member of the American Armed Forces, in actual combat with an enemy of the nation.

Raul spoke of Mexican American heroes like Silvestre Herrera of Phoenix, Arizona, who after stepping on a land mine and having both feet blown off, he sat down and kept firing his rifle into German positions until he was rescued and the battle won.

Stories of all these men are in the book "Among The Valiant".

Carlos Ogden was made an Honorary Member of the Santa Clara Chapter for his work in the community, his willing to help all organizations, and his heroic deed in earning the Medal of Honor. He was given a GI Forum pin by Chairman Mario R. Vazquez.

UNITED WE STAND! UNITED WE WORK! UNITED WE HELPI Sixteen years ago, the United Food Drive started with the hope of helping families who needed food to survive. Today, the UFD is still striving for the same principles in a never ending battle to fight hunger. UFD is now principally composed of organizations belonging to the United Latin American Council. Last week, on a stormy night that flooded areas in San Jose and Santa Clara, the meeting took its course and elected officers for the coming year.

Richard Gomez was elected President. He is also the outgoing Commander of the Regular Veterans Association Post No. 1775, after being at the helm for two years.



CONNIE CAUDILLO

Success is achieved through hard work and to do work you need men. The UFD hold its meetings every Monday at 8:00 P.M. at Lena Manriquez Income Tax Office, 1246 E. Santa Clara Street in San Jose. One of the orchestras playing at the dance to be held at the IES Hall on E. Santa Clara Street in San Jose, is the Connie Caudillo Orchestra. Connie is a member of the Santa Clara GI Forum.

Members of the UFD include the American GI Forums of San Jose and Santa Clara, their Auxiliary, Club Cuauhtemoc, Bachelors Club, RVA Post 1775 and their Auxiliary, Epoca de Oro, Club San Felipe, Club Selene and Club Elite to name a few.

Support the drive, and help your fellow men to help others!



At the time of this publication, Bob and Ike Hernandez will be winging their way into Albuquerque, New Mexico, in a 707 jet. And if you should run into Goldwater, fellows, shake his hand, you might be on Candid Camera. Or you could also have the picture printed in the FRONT PAGE. Any time you need a column written, Bob, don't forget I have a handy electric typewriter and some Views & Previews.

La Cocina CAFE COMIDA MEXICANA

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y SABROSOS ANTOJITOS

Manuel y Elizabeth Morales
Propietarios.



CY 3 - 9864

131 W. Santa Clara St.

Yancy L. Williams, General Chairman of the Citizens Volunteer Committee for School Bonds, announced today, February 7, the 138-member committee is actively campaigning for passage of San Jose Unified School District's proposed \$15.75 million bond issue.

Dr. John deHeras, 1259 Park Avenue, a member of the executive committee, is playing a key role in the campaign to enlist voter support for the bond program which goes before the people in a special election February 25.

We are short-changing many children in San Jose schools through lack of critically needed classrooms and facilities. A YES vote on Feb. 25 on the \$15.75 million bond issue will insure equal opportunity in school for every San Jose child, deHeras stated.

If approved, the \$15,750,000 bond issue will be used over a five-year period for the construction of nine new schools, purchase of five building sites, and the addition of 64 classrooms to existing schools.

"For pennies a day we can provide our children with necessary classrooms and adequate facilities for learning," Williams said. Cost to the average San Jose homeowner will be \$10.80 a year or less than three cents a day.

Also scheduled in the bond program are replacement of outmoded facilities, support of new educational techniques, and improvement of school playgrounds and streets.

VOTE "YES" ON FEB. 25!!

San Jose SCHOL BOND



Yancy L. Williams

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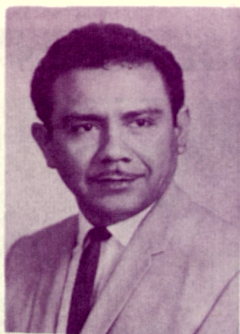
Una Vez Aprobado su Credito.

CY 3 - 3363 o CY 3 - 7430



Bill Netto y Pete Netto, Prop.
y Dave atentos MECANICOS que le ofrecen el mejor
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CARRITO mientras le REPARAN el de Ud.

564 W. SAN CARLOS ST. SAN JOSE



CLUB San Felipe



Candy Veliz

REMEMBER! REMEMBER! REMEMBER!

February 23rd is the day the United Food Drive will have its dance. The place is the IES Hall on E. Santa Clara Street. Time 2 pm to 10 pm. Admission will be any donation or canned goods. The more the merrier.

Richard Gomez was elected Chairman of the Food Drive and we are sure that he will do a good job.

The Talent Show will be on Friday, 21st, at the Azteca Hall, 24th & San Antonio, from 8 to 10:30 pm. This year we are trying to make it the best. With your help it could be. If you would like to perform in the Talent Show please call 292-8404 and ask for Candy. I will see that you get on the program.

Pat Vasquez is dance chairman and he has four orchestras that will play in the Food Drive Dance, Connie Caudillo, Jess Escobar, Chris Carmona and Becho Gloria.

In the Photo you see Becho Gloria. Becho plays every Saturday and Sunday in the Rainbow Ballroom.

His orchestra is second to none. Do come to the Food Drive Dance and enjoy this wonderful orchestra.



Before The Food Drive Dance ----

Club San Felipe VALENTINE DANCE on Feb. 8th in the IES Hall on E. Santa Clara Street. Good music, Good door prizes, fun for all. See you there! DON'T FORGET! DON'T FORGET!

THIS "N" THAT

The photo below was taken at Memo's Blondie's Drive Inn. Mentiiliiras but how else can I plug you Blondie? Memo's has dancing every Saturday and the cream of the crop is always there. The music is the best in town and then some. Pepe, Mel, Ferdy, The man from the Orient, Wencho and of course, Blondie, make music that will delight anybody. Keep it up, boys!



Johnny Paredes has announced his engagement to Sue Dribble from Palo Alto. Bye, bye, Anna.

Eddie, keep your fingers crossed!!!

In the bingo that the club had Mrs. Olivia Sanchez and Mrs. Gollita Bejarano took most of the prizes. The only thing Beco Bejarano got was torn trousers. Pato better buy some new chairs!!!!

Joe & Cecilia Arredondo became parents of a bouncing baby boy. J. R. Jr. is his name. Congratulations Joe & Cecilia!

Joe Flores, Joe Gonzales, Eppie Gallego, Joe Perez, Danny Marquez, Joe Ruiz, Jess Medina Jr., Armando Menchaca and Naro Moran did a good job for Greg Gloria in beating El Dorado 39-33. The team looks real good and we have a chance. That's all Greg wants.

Last minute score: San Felipe 63 Riviera 28.

Meanwhile, our bowlers Luis "Butch" Martinez, Tony Guillen, Joe Camarillo, Jimmy Beasa and Joel Reyes are tied for first place in the second half. I told you, they couldn't keep good men down for long.

Club San Felipe welcomes new member, Hiram Cortinas. Bien Bienido Al Club!

Me Matas Yolanda!!!!!!

Finis.
Candy



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

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195 DEVINE ST. SAN JOSE 10, CALIFORNIA

Aztec Fishing Club



In the picture is HANK CORONADO who caught this 65 pound Sturgeon fish on December 15, 1963, at Sausalito.

Hank belongs to the Azteca FISHING CLUB and his catch won him first PRIZE in all the club's entrees. Jimmie Cardenas of Jimmie's Barber Shop, is the temporary president and welcomes all enthusiasts of the sport to join.

For more information call Jimmie Cardenas at 297 - 9900

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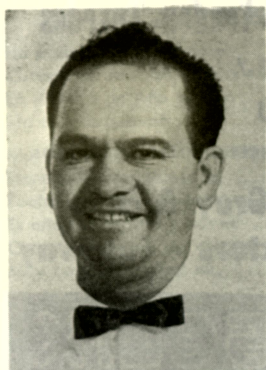


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ESTRELLAS ... I

Richard Diaz



MARIA LUISA LANDIN

La mejor voz de Mexico, deleito a su auditorio durante su visita a esta ciudad de San Jose.

CUCO SANCHEZ

Demuestra su popularidad con el bello sexo



El día 22 de Noviembre del año 1963 la Srita. ESTHER GRANILLO hija de los esposos Granillo, contrajo matrimonio con el joven JOSE SANTA CRUZ en la Iglesia ASAMBLEA APOSTOLICA a la 1:30 de la tarde en esta cd. Esther es nativa de Bakersfield, Calif. y Jose de Tampico, Mexico. La recepcion se verifico en el A. Legion Hall en Santa Clara asistiendo mas de 150 invi

tados. Despues de su LUNA de MIEL establecieron residencia en esta. En la foto: Rebecca Granillo, Rosie Corral, Eva Navarrete, Mary Mendoza, Gloria Silva - madrina, (los novios) Agustin Enrique Cruz - padrino, Jesus Banda, Ignacio Delgadillo, Henry Corral, Candelario Gomez y los pajeitos Eddie Bojorquez y Diana Jasso. foto azote del lente R.D.





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Bazan - Ruiz

El día 9 de Noviembre de 1963 la Srita. CONNIERUIZ hija de Sr. y Sra. Armando Henry Flores contrajo matrimonio con PAULBAZAN hijo de la Sra. Pauline Bazan en la Iglesia St. Patrick de esta ciudad a las 10:30 de la mañana. La recepción fue en el I.E.S. Hall asistiendo familiares e invitados. Ambos son nativos de San Jose. Su Luna de Miel la disfrutaron en San Diego, establecieron residencia en esta. En la foto: Isidro Sandoval, Larry Gonzalez - padrino, Roberto Negrete, Ofelia Cardona, Gloria Salazar, Mary Lima - madrina Susan Sylvester, Rose Racacha y los pajes Ricky Flores y Kathie Valerio.

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Sin esperanzas me vi.

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Empezo a caer la nieve,
Fecha de milnovecientos
El año del veinte y nueve
Cuando soplaron los vientos
Muy contrarios para mi.

Sin saber a donde parar
Y pasar la noche fria,
A un Meson pude llegar
Con un dolar que tenia.

Me puse luego a reir,
Y al mirar por la ventana
Al Año Viejo partir
Con una barba tan cana,
Se me olvido mi sufrir.

El Año Nuevo empezo
Y desde entonces mi vida
Que se creia perdida
No ha dejado de existir,
Y muy contento la paso
Por eso es que al Año Nuevo
Cuando llega lo saludo
Con un beso y un abrazo,
Y del Viejo me despidio
Pero nunca yo lo olvido

Porque me acuerdo del caso
Cuando en Memphis, Tennessee
Sin esperanzas me vi.
Augusto Me da l
San Jose, California
Enero 1964

Esquivel - Luna

Wife

Sr. Juan De Luna y Sra. Maria T. De Luna

Sr. Jesus Esquivel

participan a Ud. el enlace
de sus hijos

MAGDALENA y JOSE

y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 15 de Febrero a las 2:00 de la tarde
en la Iglesia Holy Family.

San Jose, California 1964

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CHAPO'S TACOS



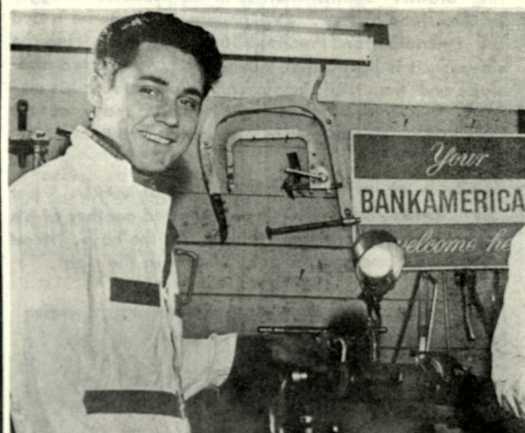
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*Dave
Sierra*

It Ain't News, But

A banquet honoring Dr. Manuel A. Varona, President of the Cuban Revolutionary Council, will be held at Dick's Dragon Restaurant, Saturday, March 7, 1964, at 8 P.M. Tickets are \$4.50 per person. Don't ask me what the CRC is all about. Maybe Dr. Varona is raising funds to attack Washington. After what happened at the Bay of Pigs, no one knows!

If the salesmen at Bonded Motors' 980 S. First Street location ever find themselves with nothing to do, they can always take out a dictionary (if they have one) and compare the word privilege with the way it is spelled on their sign reading "5 day Free Trial Privilege."

Speaking of goofs, how come the Civic Auditorium has one sign reading Civic Auditorium and the other saying Municipal Auditorium?

Wednesday is Abraham Lincoln's birthday. He was and is perhaps our best loved president. One month after he took office the Civil War started, pitting brother against brother in the bloodiest struggle in American history. On January 1, 1863, he issued the Emancipation Proclamation, thereby freeing the slaves. It is ironic that though we have erected massive and beautiful monuments to perpetuate his memory, the colored citizen still endures many of the hardships which Abe Lincoln sought to eradicate.

Photo below was taken at MARIA'S just after owner Dan Aguirre had hosted another of his early Sunday morning breakfasts for the boys. Head Chef Rudy Romero is the gent third from the right.



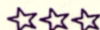
Science students at Orosi High School last year wrote a book, "Amphibians of Tulare County" because they felt that not enough information was available about the frogs and salamanders around them. The young researchers even discovered a new breed heretofore unknown in the area: the Leopard Frog.

This item is printed for the benefit of those people who insist that "today's teenagers are just no good!"

It's going to be a mighty cold day in hell before you see David Sierra contribute any money to that John F. Kennedy Memorial Monument drive currently underway in the Latin American community of San Jose. Rumors that things aren't level.

.....And for those of you who have regularity problems, join the Irregular Veterans Association Post #6969. Just send \$100 in cash to David Sierra, c/o El Excentrico, 195 Devine Street, San Jose, and we'll send you your membership card and a picture of Ugubugu Zamboangatu, our founder.

Dan Aguirre and I got hold of a live one. Willie is willing to bet that Juan Marichal isn't with the San Francisco Giants in 1965. One case of beer! Did I get a good bet, Ray Garcia???????



GIANTS FANS!!! SEE THE WORLD CHAMPIONS FREE!!

Those of you who didn't want to brave the Yukon blizzards of Candlestick Park last year to see the mighty Dodgers in their rush to the National League pennant can join thousands of Dodger supporters who will watch the team in a workout on Sunday afternoon, FEBRUARY 16, in Dodger Stadium.

The workout will be FREE to the general public and parking also will be free. Fans will be invited to sit in the field box seats and the loge boxes so they can get a closeup view of the world champions.

All of the Dodger stars living in the L.A. area are scheduled to suit up for the workout. The Dodgers leave for Vero Beach on Feb. 29 and will return on April 9 for a night game against the U.S.C. Trojans.

Photo below shows the boys at the starting line. They have not yet begun to chow down. That's Ed Baltierra on the right. And that ain't Shirley Temple across the table from him! And that ain't hot sauce in those bottles either!





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hija de Sr. y Sra. Armando Henry Flores
contrajo NUPCIAS con el caballero

PAUL BAZAN

hija de la Sra. Pauline Bazan

El día 9 de Noviembre del año 1963 a las 10:30 a.m.
en la Iglesia St. Patrick's de esta ciudad.

LEITER STUDIO



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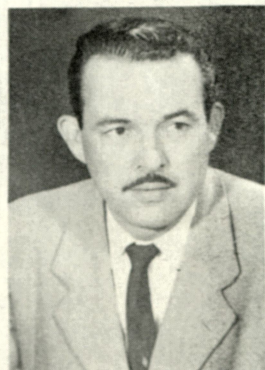
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